

## **AMENDMENT TO THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application:

### **Listing Of Claims:**

1. (Currently amended) A method comprising:  
generating, by a computing device from a file, a first phase of a single multiphase advertisement, the file comprising first phase and second phase dimension information, the multiphase advertisement including a streaming media component, the first phase including a graphical interface having a first dimension defined by said dimension information;  
generating, by the computing device from the file, a second phase of the single multiphase advertisement in which the graphical interface has a second dimension that is different from the first dimension of the first phase, the second dimension defined by said dimension information, in the second phase of the multiphase advertisement the graphical interface includes a streaming media component space;  
building, by the computing device from the file, the streaming media component using a software player engine in accordance with a predefined design of the multiphase advertisement's graphical interface by which at least a set of core media player variables and a set of core media player controls are each predefined and part of the multiphase advertisement, the streaming media component including a link to streaming media content; and  
incorporating, by the computing device, the streaming media component into the streaming media component space of the graphical interface in the second phase of the multiphase advertisement so that the streaming media component is made available to play the streaming media content in the second phase of the multiphase advertisement's graphical interface.

2. (Previously presented) The method according to claim 1, wherein the content to be played via the streaming media component is streaming video.
3. (Previously presented) The method according to claim 1, wherein the content to be played via the streaming media component is streaming audio.
4. (Original) The method according to claim 1, wherein the first graphical interface is an animated display.
5. (Original) The method according to claim 4, wherein the animated display of the first graphical interface uses vector-based animated graphics.
6. (Original) The method according to claim 1, wherein the first graphical interface of the first phase includes a toolbar, the toolbar including at least a link to trigger the second phase.
7. (Original) The method according to claim 6, wherein the link to trigger the second phase also launches the streaming media component.
8. (Previously presented) The method according to claim 6, wherein the single multiphase advertisement relates to a motion picture and wherein the toolbar includes at least a link to a trailer of the motion picture.
9. (Previously presented) The method according to claim 6, wherein the single multiphase advertisement relates to a motion picture and wherein the toolbar includes at least a link to still images of scenes from the motion picture.
10. (Previously presented) The method according to claim 6, wherein the single multiphase advertisement relates to a motion picture and wherein the toolbar includes at least a link to a streaming video of scenes from the motion picture.

11. (Previously presented) The method according to claim 6, wherein the single multiphase advertisement relates to a motion picture and wherein the toolbar includes at least a link to a streaming video of interviews of actors or actresses from the motion picture.
12. (Previously presented) The method according to claim 6, wherein the single multiphase advertisement relates to a motion picture and wherein the toolbar includes at least a link to an interactive interface for purchasing tickets to view the motion picture at a theater.
13. (Previously presented) The method according to claim 6, wherein the toolbar includes at least a link to content about the subject of the single multiphase advertisement.
14. (Previously presented) The method according to claim 6, wherein the toolbar includes at least a link to an interactive form for contacting a second user about the subject of the single multiphase advertisement.
15. (Original) The method according to claim 14, wherein the interactive form includes a field for inputting an electronic mail address of the second user.
16. (Previously presented) The method according to claim 15, wherein, upon submission of the interactive form, an electronic mail is transmitted to the electronic mail address of the second user with information about the subject of the single multiphase advertisement.
17. (Original) The method according to claim 1, wherein the set of media player variables includes a video size.
18. (Original) The method according to claim 1, wherein the set of media player variables includes a stream bandwidth.

19. (Original) The method according to claim 1, wherein the set of player controls includes a play control and a stop control.
20. (Original) The method according to claim 1, wherein the streaming media content is remotely stored on a streaming server, and wherein the streaming media component includes a stream identifier that is passed to the streaming server to retrieve the streaming media content.
21. (Currently amended) A method comprising:  
providing, by a computing device from a file, a first phase of a graphical interface comprising first phase and second phase dimension information and including at least a first interactive component for triggering a second phase, the graphical interface having a first dimension in the first phase, the first dimension defined by the dimension information;  
providing, by the computing device from the file, a second phase of the graphical interface that is launched in response to interaction with the first interactive component, in the second phase the graphical interface having a second dimension and a streaming media component space, the second dimension defined by the dimension information; and  
providing, by the computing device from the file, at least one streaming media component integrated in the graphical interface in the second phase so that the streaming media component is made available to play streaming media content in the second phase graphical interface.
22. (Original) The method in claim 21, wherein the first interactive component is a dynamic vector graphic.
23. (Original) The method in claim 21, wherein the first interactive component is an embedded streaming graphic.

24. (Previously presented) The method in claim 21, wherein the first interactive component is a hyperlink.
25. (Original) The method in claim 21, wherein the first interactive component is a button having a graphic.
26. (Original) The method of claim 21, wherein the first interactive component is a graphical toolbar including at least one hyperlink for triggering a second phase graphical interface of the multiphase advertisement.
27. (Canceled)
28. (Previously Presented) The method of claim 21, wherein the streaming media component includes a link to streaming video content.
29. (Previously Presented) The method of claim 21, wherein the streaming media component includes a link to streaming audio content.
30. (Original) The method of claim 21, wherein the first phase graphical interface further comprises a graphical toolbar enabling a user to access additional advertisement information.
31. (Original) The method of claim 30, wherein the graphical toolbar includes one or more hyperlinks.
32. (Original) The method of claim 30, wherein the graphical toolbar includes one or more graphical buttons.
33. (Currently amended) A system comprising:  
one or more processors;

a computer readable storage medium in communication with said one or more processors and tangibly storing computer code configured to execute:

software permitting the generation, from a file, of a first phase and a second phase of a single multiphase interactive graphical advertisement that includes an embedded streaming media component and first phase and second phase dimension information, the first phase having a first graphical dimension and the second phase having a second graphical dimension wherein the first graphical dimension and the second graphical dimension are different and are defined by the dimension information, the second phase including at least a streaming media component space for integration of the streaming media component; and

a player engine for incorporating the streaming media component into the streaming media component space of the second phase, the player engine including a core set of media player variables and a core set of media player controls, which are part of the multiphase advertisement, for customizing the streaming media component so that the streaming media component is made available to play streaming media content in the second phase of the single multiphase graphical advertisement.

34. (Currently amended) A single multiphase interactive advertisement displayed on a display of a computing device comprising:

a first phase of the single multiphase interactive advertisement comprising a graphical interface and first phase and second phase dimension information, the first phase of the single multiphase advertisement displayed on the display of the computing device;

a second phase of the single multiphase interactive advertisement, in the second phase the graphical interface including at least a streaming media component space, and having a dimension that is different than a dimension of the first phase, the dimension of the second phase and the first phase defined by the dimension

information, the second phase of the single multiphase advertisement displayed on the display of the computing device; and  
a streaming media component incorporated by the computing device into the streaming media component space of the second phase, so that the streaming media component is made available to play streaming media content in the second phase of the multiphase advertisement's graphical interface;  
wherein the single multiphase interactive advertisement is generated from a file and wherein the second phase of the single multiphase interactive advertisement is triggered by an action performed on the first phase of the single multiphase interactive advertisement.

35. (Previously presented) The single multiphase interactive advertisement of claim 34, wherein the first phase further includes a toolbar, the toolbar including one or more graphical buttons enabling a user of the single multiphase interactive advertisement to interact with one or more features of the single multiphase interactive advertisement.
36. (Previously presented) The single multiphase interactive advertisement of claim 35, wherein interaction with one of the graphical buttons provides further information about the subject of the single multiphase interactive advertisement.
37. (Previously presented) The single multiphase interactive advertisement of claim 35, wherein interaction with one of the graphical buttons triggers the second phase.
38. (Previously presented) The single multiphase interactive advertisement of claim 35, wherein the action facilitates the user to purchase a product or service that is the subject of the single multiphase interactive advertisement.
39. (Previously presented) The single multiphase interactive advertisement of claim 34, wherein the second phase is triggered by a mouse over of the first phase.

40. (Previously presented) The single multiphase interactive advertisement of claim 34, wherein the second phase is triggered by mouse click on an area of the first graphical interface of the first phase.
41. (Previously presented) The single multiphase interactive advertisement of claim 34, wherein the second phase is triggered by mouse clicking a graphical button on the first graphical interface of the first phase.
42. (Previously presented) The single multiphase interactive advertisement of claim 34, wherein the second phase is triggered by mouse clicking a hyperlink on the first graphical interface of the first phase.
43. (Currently amended) A single multiphase interactive advertisement displayed on a display of a computing device, the single multiphase interactive advertisement comprising:
  - dimension information;
  - a first phase of the single multiphase interactive advertisement that is incorporated into a web page displayed on the display of the computing device, in the first phase a vector-based graphical animation runs in the multiphase interactive advertisement's graphical interface upon launch of the web page, the graphical interface having a first dimension in the first phase, the first dimension defined by the dimension information;
  - a second phase that is launched upon completion of the vector-based graphical animation of the first phase, in the second phase the single multiphase interactive advertisement's graphical interface has a second dimension that is smaller than the first dimension of the first phase, the second dimension defined by the dimension information, and in the second phase the graphical interface includes a toolbar for permitting a user to interact with the second phase of the single multiphase interactive advertisement, the second phase of the single multiphase interactive advertisement displayed on the display of the computing device;



a third phase in which the single multiphase interactive advertisement's graphical interface includes at least a streaming media component space, and in the third phase the graphical interface has a dimension that is larger than the second dimension of the second phase and defined by the dimension information, the third phase of the single multiphase interactive advertisement displayed on the display of the computing device; and

a streaming media component incorporated by the computing device into the streaming media component space of the third phase so that the streaming media component is made available to play streaming media content in the third phase of the single multiphase interactive advertisement's graphical interface;

wherein the third phase of the single multiphase interactive advertisement is triggered by an action performed on the second phase of the single multiphase interactive advertisement and

wherein the single multiphase interactive advertisement is generated from a file.

44. (Currently amended) A single multiphase interactive advertisement displayed on a display of a computing device, the single multiphase interactive advertisement comprising:
- dimension information;
- a first phase of the single multiphase interactive advertisement that is incorporated by a computing device into a web page and comprises a first graphical interface that includes a graphical display visible upon launch of the web page, the graphical interface having a first dimension in the first phase, the first dimension defined by the dimension information;
- a second phase that is dynamically launched after a period of time, in the second phase the single multiphase interactive advertisement's graphical interface has a second dimension that is smaller than the first dimension of the first phase, the second dimension defined by the dimension information, and in the second phase the graphical interface includes a toolbar for permitting a user to interact with the second phase of the single multiphase interactive advertisement;

a third phase in which the single multiphase interactive advertisement's graphical interface has a dimension that is larger than the second dimension of the second phase and defined by the dimension information; and  
wherein the third phase of the single multiphase interactive advertisement is triggered by an action performed on the second phase of the single multiphase interactive advertisement, and  
wherein the single multiphase interactive advertisement is generated from a file.

45. (Previously presented) The single multiphase advertisement of claim 44, wherein in the third phase the single multiphase interactive advertisement's graphical interface includes at least a streaming media component space and wherein a streaming media component is incorporated into the streaming media component space of the third phase, so that the streaming media component is made available to play streaming media content in the third phase of the single multiphase interactive advertisement's graphical interface.
46. (Withdrawn) A computer-readable storage medium containing a set of instructions for a general purpose computer, the instructions comprising:  
a core set of player controls for controlling streaming media of a streaming media presentation;  
a core set of player variables for customizing the streaming media of the streaming media presentation;  
a vector-based graphical development application program accessible via the computer to enable a user to specify a graphical interface design for a streaming media presentation prior to publication of the graphical interface, the core set of player controls and player variables operative with the vector-based graphical development application program to:  
enable a user to insert a selected set of player controls from the core set of player controls including at least a streaming media player display interface by dragging and dropping the selected set of player controls onto a graphical representation,

enable the user to set one or more of the player variables of the core set of player variables;

enable the user to select the streaming media using a stream identifier that identifies streaming media; and

enable the user to design other graphical features of the streaming media presentation;

wherein, when the streaming media presentation's graphical interface is launched in accordance with the user-inserted set of player controls including at least a streaming media player display interface and the one or more player variables set by the user, the stream identifier is passed to a backend streaming media content management system that locates and retrieves the associated streaming media and passes the streaming media to the streaming media player display interface so that the streaming media can be experienced in accordance with the user-specified design of the streaming media presentation's graphical interface.

47. (Previously presented) The method of claim 1 wherein the generating of the second phase of the single multiphase advertisement occurs when a user moves a cursor over the first phase of the single multiphase advertisement.